

RJ Reynolds

Sales

Retail

1221 *1, 3, 6, 7* 1222

1222 1223

1223 1226 *24, 28, 26, 27*

1224 1229

1225 ROM

1226 *1, 6, 7* PC MC SC PA

1229

To: Greg Mitchell #240

Mike McHugh #244

John Klein

All Sales Reps/Retail Reps with Home Liquors

RSM

RBM

L. T. Wolfe #1240

Account Manager

400 Raritan Center Parkway

Raritan Center

Edison, NJ 08837

908-225-4774 Fax 908-417-9076

Subject; Home Liquors #1932-00-00/ 4th Qtr Co-marketing

Our 4th Qtr Co-marketing promotion will be implemented as follows:

>Dates: Nov. 15th, 1995-Jan. 2nd, 1996

>Brand: All styles Winston Base and Winston Select (including Winston Select Full Flavor Box 100s)

>Promotion: .30 off pack
3.00 off carton
Scanner Buy Down

>Advertising: Stores will provide POS to clearly convey price message to consumer-1. Window ad
2. Ad on display

>Retail Rep Responsibility:

1. Make sure all Winston Base and Select styles scan at the correct discounted price
2. Ensure each store has clearly communicated price message in front window and on display.
3. Use Star Bursts, etc. to improve price communication if needed
4. Ask store manager to order Select Full Flavor Box 100s.

If you have any questions please voice mail me: 48795.

Sincerely,

Lanny

cc: N. Kuruc

51853 3333